

## THE POTENTIAL OF KARANGANYAR COFFEE PLANTATION TOUR (DE KARANGANJAR KOFFIE PLANTAGE) AS A LOCAL ARRIVAL BASED AGROICITY AREA

(Case Study in Dusun Karanganyar, Modangan Nglegok Village, Blitar Regency)

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### ABSTRACT

Blitar is an area that has tourism potential that is potential enough to attract visitors, one of which is the Karanganyar Coffee Plantation Tour in the Modangan village area, Nglegok District, Blitar Regency. This tour just opened around December 2016, with the company name PT Harta Mulia which is managed by Denny Roshadi's family as the sole owner of this plantation around 1940. Researchers are interested in researching this Karanganyar coffee plantation tour, because this tour has a classic European architecture nuance of Dutch buildings that are still preserved by related parties as educational tourism. This tour has the theme of agro-tourism and agrohitory which presents unique characteristics. The purpose of this study was to determine the extent of the coffee plantation tourism potential as an educational tour that still maintains the value of local wisdom. The object of this research is in the village area of Modangan, Nglegok District, Blitar Regency. The subjects of this research are resource persons who are asked for information in accordance with the formulation of the research problem. This study uses a descriptive method through a qualitative approach that directly looks at the conditions and phenomena that exist around the Karanganyar coffee plantation. Data collection methods used were observation, interviews and documentation study. This research explains that Karanganyar coffee plantation has a potential tourism object to be developed with local wisdom values.

*Key Word: Tourism Potential, Coffee Plantation, Agro-tourism, Local Wisdom*

### 1. INTRODUCTION

Blitar is an area that has tourism potential that is quite potential to attract visitors who come. The tour that is currently being discussed by many people is the Karanganyar Coffee Plantation Tour in Modangan Village, Nglegok District, Blitar Regency. This tour just opened around December 2016, with full use rights owned by Denny Roshadi as the sole owner of this plantation around 1940. He is the parent of a former Blitar Regent, Herry Nugroho. History says that this coffee plantation has existed since the Dutch era around 1874. This tour has a unique and classic building value with a nuanced Dutch style design.

This place consists of several interesting locations such as; Main Office of PT Harta Mulia, Lodji House, Café, Resko, Joglo House, Factory, Coffee Gallery and others. In addition, there are 3 excellent museums, namely; The Heritage Museum, the Blitran Museum and the Purna Bhakti Museum which are presenting classic objects and relics of the Dutch era. This plantation has superior commodities, namely Robusta coffee and Excelsa coffee as well as clove plants. This plantation area is quite large with ± 300 hectares of land surrounded by coffee trees and other plants as superior commodities. Apart from the advantages of this tourism, it is necessary to make efforts to preserve and promote this tourism to the public. Seeing the current conditions with

the covid 19 pandemic, makes the atmosphere different, especially what happens in the tourism sector. The tourism industry feels lame, because the economic sector is also affected by this pandemic. Given that in particular the Blitar area itself is also affected by the Covid 19 virus, the Regional Government has decided to close all tourism access in the city of Blitar including the Karanganyar Coffee Plantation, which began to close on March 22, 2020.

In a similar study from Curtainevari and Hamzah (University Putra Malaysia) in 2012 entitled "Agri-tourism: Potential opportunities for farmers and local communities in Malaysia". This research examines the potential of agro-tourism in Malaysia based on the concept of sustainable tourism, where the development of agro-tourism has great benefits for environmental sustainability, the economy and the socio-cultural life of the local community. Apart from that, farmers who cultivate plants in agro-tourism are also getting high benefits. In another research from Ihyana Hulfa, Udayana University Bali in 2018. With a thesis entitled "Development of Gayo Coffee Plantation Areas as Community-Based Agro-tourism in Gunung Tribe Village, Central Aceh Regency". The results showed that the development of community-based agro-tourism which is supported by historical values requires active community participation and cooperation with all stakeholders in order to improve the quality of human resources, tourism facilities and infrastructure.

From the results of the analysis, the researchers concluded that the development of tourism potential, especially coffee plantations, has promising potential, because in addition to providing comfort for visitors with educational and recreational facilities, it can also increase the economic income of the surrounding community. This is important to understand given the difficulty of people finding work. This will help their economy to grow. In addition, support from all parties is also needed to participate in and preserve historical and cultural heritage by maintaining the values of existing local wisdom

## **2. RESEARCH METHODS**

The research method used in this research is a qualitative method with a descriptive approach to describe the state of the object of this study. In this research, the search for something must have an objective and systematic element. The research was conducted on the Karanganyar Coffee Plantation Tourism Object in the Modangan Nglegok Village, Blitar Regency. The subject of this research is a data source whose information is requested related to the problem in the research. To obtain data, of course, informants who are competent in their fields are needed. In this study, the source of the information was a local tour guide and to obtain the validity of the data, triangulation was used. This research will begin to be carried out around the beginning of 2020 until around mid-2020. There are several reasons this research was conducted, namely 1) The willingness of related parties (Karanganyar Coffee plantation manager) Modangan Nglegok Village, Blitar Regency as a research site; 2) To find out the potential extent of the Karanganyar Coffee Plantation to be a tourism object based on local wisdom values; 3) To determine the effect of the Karanganyar

Coffee Plantation tourism object on the economic, social and cultural conditions of the local community; 4) There is a need for further development and preservation of the Karanganyar Coffee Plantation as an effort to maintain the uniqueness and characteristics of designs with classic building themes; 5) To find out how to manage Karanganyar Coffee Plantation tourism objects as educational and recreational tours. Data collection methods used in this study were observation, interviews, and documentaries. 1) Observation, in this study the researcher first looked at the initial situation of the study. Observations in this study are observations made by researchers to obtain data related to the existence of the Karanganyar Blitar Coffee Plantation Tourism location. 2) Interview, In this study the interview was conducted on a guide or tour guide for Karanganyar Coffee Plantation in Blitar using a random interview which contained an outline of the problem under study. 3) In this study, the researcher searched for data by taking photos at the research location around the Karanganyar Blitar Coffee Plantation Tourism.

### 3. RESULTS AND DISCUSSION

#### 3.1 History of De Karanganyar Koffie Plantage Coffee Plantation Tourism

Karanganyar Coffee Plantation or better known as “De Karanganyar Koffieplantage” is located in the north of Blitar City, namely in Karanganyar Hamlet, Modangan Village, Nglegok District, Blitar Regency. This plantation was founded around 1874 by a Dutch citizen named H.J. Velsink. This plantation is said to be a legacy of the Dutch era during the colonial period. This can be seen from the architectural model of the building design which is identical to the classic European nuances and only opened as a tourist spot in December 2016. This coffee plantation company was originally named "Kultur Mij Karanganyar". This plantation is one of the black coffee producers in the Blitar region. The superior commodities from this coffee plantation are Robusta and Exelsa and other plants such as; cloves and others. Many residents around the plantation work as coffee farmers or in the Karanganyar coffee factory. During the time this company was established, it has changed ownership several times, starting from the Dutch to the Indigenous people. It is known that after the war for independence ended around 1940, the ownership of this coffee plantation was managed by an indigenous foreman named "Denny Roshadi" as the sole owner. He bought all the shares in this plantation which was originally managed by several people. As time went on, this Karanganyar coffee plantation opened to the public known as "De Karanganyar Koffieplantage" on behalf of the company PT Harta Mulia in 2016, as a tourist attraction that has its own uniqueness. At a glance about the family of Mr. Denny Roshadi, he has children named Herry Nugroho and Endro Hermono, a painting that is emblazoned in one of the living rooms. Until now, this coffee plantation is managed by the extended family of Mr. Denny Roshadi, one of whom is Mr. Herry Nugroho who has served as Regent of Blitar for 2.5 periods (2006-2016). There is also President Soekarno's room next to the room of Mr. Denny Roshadi with various relics. In addition, there are also several other classical relics that are still neatly stored there in the Karanganyar Coffee Plantation Lodji house. Apart from the location of the coffee plantation in Lodji's house, there are also several other locations, namely; Main Office of Coffee Plantation, Coffee Gallery, Café, Resko

(Stamp Restaurant), Coffee Processing Factory, Various Coffee Souvenirs Center. In addition there are also 3 museums, namely; Heritage Museum, Blitaran Museum, and Purna Bhakti Museum.

### 3.2 Profile of De Karanganyar Coffee Plantation in Karanganyar

This Karanganyar coffee plantation is an educational tour and historical tour that provides a lot of information and learning related to the history of the development of coffee plantations in Blitar in particular. This place was opened in December 2016 on behalf of the company PT Harta Mulia by the son of Herry Nugroho, namely Wisma Brahmantya. This place is now crowded with tourists from both inside and outside the city. The reason why this tour is crowded with visitors, is because there are several distinctive features and different nuances wrapped in classic architecture in the building. Apart from the many unique locations that can be visited which are still rare and never existed in the Blitar area in particular. To go to the Karanganyar Coffee plantation, the distance must be taken about  $\pm$  45 minutes or about 20 km from the city of Blitar. For the trip towards this Coffee Plantation, you can pass by motor vehicle, car, bus and others. Although this location can be accessed by various means of transportation, the condition of the road and the surrounding area is not good or still needs improvement related to road construction. The condition of the area around the terrain is still steep and narrow, considering that this location was formerly a dense and arid plantation area.

This Karanganyar coffee plantation tour has an area of  $\pm$  300 hectares surrounded by a stretch of coffee trees, cloves, durian trees, cassava trees and shady trees covering the plantation entrance area. This area also has a "Taman Bintang" with a garden and a star-shaped stone pool which indicates that it was once inhabited by European people in Blitar. Entering this plantation area, visitors pass a winding path decorated with shady coffee trees. Entering this area in front there is the Main Office of the Company PT Harta Mulia with an area located in front of the park. On the right side is Lodji's house which contains historical stories of Mr. Denny Roshadi's extended family and is equipped with his antiques. In the front area of the park there is also a café and resko (postage restaurant) provided for the visitors to enjoy a variety of coffee and other food which is equipped with relaxed seating. Furthermore, behind the lodji house area there is a location such as an art studio that stores classical Javanese music equipment such as Gamelan, Kenong, Gong and others. In front of it there is an area of a former Dutch building which is magnificent, but still not maintained. Around that location there are 3 museums; Such as the Pusaka Museum (a storage place for classical sacred items), the Blitaran Museum (telling history and storing all kinds of cultural arts typical of

Blitar City) and the Purna Bhakti Museum (storing personal belongings of Herry Nugroho and listed as the longest Regent since the independence era.). In the area behind the plantation, there is a factory where coffee and cloves are processed. There are also residents who work as employees to process the harvested crops. And in front of it there is also a coffee gallery that serves coffee offerings and various marketed coffee products. The interesting thing about this tourism is that the coffee products are sold using the Arca Warak logo as a symbol. Arca Warak is a site which is about 1 km from the Karanganyar coffee plantation. This statue is said to be a site in the ancient era of the Majapahit kingdom. Warak here is like a rhino that has a sharp instinct to charge, so with such a philosophy this statue is used as a coffee logo which aims to provide energy for coffee connoisseurs. In addition, this statue is also used as a form of preservation of the relics of ancient objects around the plantation.

### 3.3 Tourism Management of De Karanganyar Koffie Plantage Coffee Plantation in Karanganyar

In the process of managing this coffee plantation tourism, a management structure has been formed that is responsible for managing this tourism. In addition, this section also briefly describes the coffee products produced in this region. In its development, the superior products of this tour are Robusta and Excelsa coffee types, because this location has an altitude of about 500-600 masl. Robusta coffee is famous for its high caffeine content and a bitter taste. Whereas Excelsa Coffee tastes softer and has a fragrant aroma that is its trademark. There is also Arabica and other types of coffee as a supporting product for this tour, although it is not a superior product. This tour is open around 08.00-16.00 WIB with an entrance ticket price for this coffee plantation tour of around Rp.10,000; up to IDR 15,000; (day off). With that price, visitors can enjoy the entire Karanganyar coffee plantation area. This tour is designed as a historical and educational area as a place to gather information related to historical insights into coffee plantations in the archipelago, especially Blitar. This is positive considering the importance of literacy culture for visitors who come to this area. This tour carries an agro concept while enjoying coffee that is picked and processed from plantation products. Here is also provided an area for training in making coffee concoctions that are available which is guided by professionals. Where the plantation party also makes a special program for foreign tourists. Foreign tourists visiting the garden are allowed to become garden managers, from farmers to coffee brewers. Where every foreign tourist who comes will work as an employee in a coffee factory without being paid. Generally, those who are interested in joining the volunteer program for two weeks. So tourists who come there will feel the sensation of being served by foreign tourists who become volunteers. The management structure is actually emblazoned in the organizational structure that is made starting from the managing director of PT Harta Mulia to his ranks. But here the researcher did not include the documents needed as evidence of the data, due to the time provided. However, from the explanation of one of the "guides" that the management of this tour is quite good and coordinated well. It is

proven that each existing location has a responsible person. The workers also do their job well and every few months an internal meeting is also held to evaluate the work performance of local administrators and employees.

#### 3.4 Tourism Potential of Karanganyar Coffee Plantation as Agrohistory and Agro-tourism Area Based on Local Wisdom

A quite interesting discussion related to the question of what superior potential has this Karanganyar coffee plantation tour. In this explanation, the researcher provides an outline regarding the advantages of this tour. There are several advantages, namely; 1) This Coffee Plantation Tour has a Dutch-style (European Classical) architectural building which is still natural (authentic). This building has been standing for a long time in the Dutch era, which has left an imprinted historical legacy. More or less, Indonesia is actually lucky to have a historical legacy from a colonial state, provided that it is properly managed for tourism. 2) This Coffee Plantation Tour seeks to preserve the cultural history that has begun to disappear from civilization. Many historical buildings are left unattended by the competent authority, including the Regional Government. However, this tour tries to revive the history that had been left behind by re-managing it by reconstructing several damaged buildings combined with a modern style without losing its classic nuances. 3) Turning coffee plantation tourism into agro tourism and history, which comes in different formats. This coffee plantation tour utilizes natural resources (agricultural plantations) as a feature of its excellence. This coffee plantation is well managed by related parties to become a superior commodity (the legacy of the Dutch era). The utilization of this area is potential enough to be used as agro-tourism which carries the theme of natural resources as an agricultural country.

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excellence. This coffee plantation is well managed by related parties to become a superior commodity (the legacy of the Dutch era). The utilization of this area is potential enough to be used as agro-tourism which carries the theme of natural resources as an agricultural country.

#### 4. CONCLUSION

Karanganyar Coffee Plantation or better known as "De Karanganyar Koffieplantage", is a tourism based on agro-tourism and agrohitory with all its uniqueness. This tour is still recently opened to the public, but the enthusiasm of tourists or visitors who come is extraordinary. Unlike other tours, this tour comes with a classic European concept with Dutch architecture that adds to the unique value of this area. This tour comes with the concept of literacy as a place to explore information and insight for the visiting visitors. This is supported by the heritage of historical objects that are still well maintained and preserved.

This plantation has an inspirational value, because of its classic arrangement design and combined with recreational nuances, so that visitors are guaranteed a comfortable vacation there. This area is also equipped with a joglo as a performance art studio in various events and besides that, it is equipped with 3 museums as the center of excellence of this tour and is equipped with a factory and café as a place for processing and serving coffee as a characteristic of superior commodities.

This Coffee Plantation Tourism is quite potential if in its development there is innovation and construction of supporting buildings without losing the value of existing local wisdom. In its development, this tour must be continuously promoted so that more and more visitors come and expect to go abroad (foreign tourists). Excellent coffee products are also being promoted as superior local coffee products with economic value.

#### 5. SUGGESTION

From the results of these conclusions, as for the suggestions that can be conveyed by the author is that as Blitar residents in particular, we should be proud of this Karanganyar coffee plantation tour. As a leading tourism, Karanganyar coffee plantation is urged to continue to be preserved and and to continue to be promoted, as an educational tour that is useful for visitors who come to learn and gain experience by sharing knowledge about how to process coffee products.

In addition, the authors urge all parties to take part in maintaining and making this tour to be further developed in an effort to obtain maximum results related to the development of the tourism potential of this Kranganyar Coffee Plantation. For this reason, suggestions and input are needed as an evaluation process so that this work can be useful for all parties, especially the people of Blitar.

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